**Quiz #1 – ISO 10004 Clauses 3 & 4**

The definition of a 'customer' is...

Customer satisfaction is...

1. Hard to figure out
2. The difference between what they expected and what they perceived that they got
3. Indicated by the number of times they buy from us
4. Variable depending on the stock value of our company

What would help your organization to capture and evaluate 'customer feedback'?

1. Listening to their opinions
2. Analyze the time they interact on our website (we do not have a comments box on our site)
3. Listening to their comments
4. Tracking expressions of interest in our products or services
5. Creating and using a complaints handling process

The Principle of 'Capacity' refers to...

1. How many products we can get out the door
2. The number of sales we can record in our accounting software
3. The size of our fleet of trucks
4. The number of resources allocated to monitor and measure customer satisfaction
5. The number of people in our Call Centre

If you address the needs and expectations of customers when you use their satisfaction information, this is known as...

1. Spying on them
2. Tricking them into thinking they're helping your organization
3. Responsiveness
4. Good business practice

If you can use your satisfaction information to make an improvement you will

1. Always make more profit
2. Likely increase the efficiency of your monitoring process
3. Likely increase the effectiveness of your monitoring process
4. Not likely be better off because people don't like change

Personnel who are doing customer satisfaction monitoring and measurements should be competent based on...

1. Skills
2. Training
3. Their salary
4. Education

Your organization should make sure that their monitoring activities related to customer satisfaction are…

1. Continuous
2. Systematic
3. Certified by the International Management System Institute
4. Certified by a Nationally Recognized Government Body

**Answers**

The definition of a 'customer' is...

Customer satisfaction is...

Answer: 2

What would help your organization to capture and evaluate 'customer feedback'?

Answer: 1, 3, 4, 5

The Principle of 'Capacity' refers to...

Answer: 4

If you address the needs and expectations of customers when you use their satisfaction information, this is known as...

Answer: 3

If you can use your satisfaction information to make an improvement you will

Answer: 2, 3

Personnel who are doing customer satisfaction monitoring and measurements should be competent based on...

Answer: 1, 2, 4

Your organization should make sure that their monitoring activities related to customer satisfaction are…

Answer: 1, 2

**Quiz #2 – ISO 10004 Clauses 5 & 6**

When designing and implementing a customer satisfaction measurement program, we must consider 'risk and opportunities'.

By 'operation' referring to a customer satisfaction measurement process, ISO 10004 includes...

1. Identifying customer expectations
2. A documented procedure for the activity
3. Gathering information about customer satisfaction
4. Analyzing the information about satisfaction
5. Keeping the information secret so no one gets upset if it's bad

Your customer satisfaction measurement activities should be supported by...

1. Top Management
2. Leadership and commitment
3. Shareholders
4. Customers
5. A framework to plan, design, implement and maintain them

As a first step to designing a customer satisfaction measurement program, your organization should consider...

1. How to maintain the highest share price possible at any cost
2. The objectives of the process
3. How to charge penalties to customers who give bad reviews
4. How to get information on specific aspects of your business

When determining the 'scope and frequency' of customer satisfaction activities, you could consider segmentation based on...

1. Region
2. Time period
3. Changes in operations, markets and technologies
4. Market
5. Product and/or service

Information might be obtained from...

1. Indirect sources such as internal process like customer complaint handling
2. External sources like social media
3. Direct sources like customer interviews or focus groups
4. Industry news that rates organizations in your field

When allocating resources for a Customer Satisfaction program, consider...

1. The competence of people in the program
2. The time people have available to do this
3. Other resources like consultants, software, access to customer information
4. A very extensive documented procedure

**Answers**

When designing and implementing a customer satisfaction measurement program, we must consider 'risk and opportunities'.

Answer: true

By 'operation' referring to a customer satisfaction measurement process, ISO 10004 includes...

Answer: 1, 3, 4

Your customer satisfaction measurement activities should be supported by...

Answer: 1

As a first step to designing a customer satisfaction measurement program, your organization should consider...

Answer: 2, 4

When determining the 'scope and frequency' of customer satisfaction activities, you could consider segmentation based on...

Answer: 1, 2, 4, 5

Information might be obtained from...

Answer: 1, 2, 3

When allocating resources for a Customer Satisfaction program, consider...

Answer: 1, 2, 3

**Quiz #3 – ISO 10004 Clauses 7 & 8**

To 'determine customer expectations' you would likely...

1. Make sure you understand their stated requirements
2. Try to figure out their 'implied' requirements
3. Identify any statutory or regulatory requirements
4. Determine what else they may want (wish list)
5. None of the above - it's almost impossible to tell what customers want

What do we mean by 'direct' sources of customer information?

1. Face to face interviews
2. Customer surveys (quantitative, qualitative or both)
3. Surveys that reveal what is important to customers for them to be satisfied
4. Telephone surveys, discussion groups, online surveys

What do we mean by 'indirect indicators' of customer satisfaction?

1. "What she said"
2. "What he said"
3. Trends in customer complaints, compliments, returns, repairs
4. The length and frequency of customer interactions

In order to 'Identify customers' an organization would...

1. Tell customers what they REALLY want, not what they THINK they want
2. Determine whether they are 'regular' or 'occasional' purchasers
3. Determine how large they are and decide how many people to contact

When gathering customer satisfaction information an organization could group things together like

1. Color preferences
2. Delivery characteristics
3. Product and/or service features
4. Where on the 'lowest price' scale they are positioned

**Answers**

To 'determine customer expectations' you would likely...

Answer: 1, 2, 3, 4

What do we mean by 'direct' sources of customer information?

Answer: 1, 2, 3, 4

What do we mean by 'indirect indicators' of customer satisfaction?

Answer: 1

In order to 'Identify customers' an organization would...

Answer: 2, 3

When gathering customer satisfaction information an organization could group things together like

Answer: 2, 3